

EXHIBIT 32

1 Brenda R. Sharton (Admitted Pro Hac Vice)
2 DECHERT LLP
3 One International Place, 40th Floor
4 100 Oliver Street
5 Boston, MA 02110-2605
6 Telephone: (617) 728-7100
7 Facsimile: (617) 275-8374
8 brenda.sharton@dechert.com

9 Benjamin M. Sadun (Bar No. 287533)
10 DECHERT LLP
11 US Bank Tower
12 633 West 5th Street, Suite 4900
13 Los Angeles, CA 90071-2032
14 Telephone: (213) 808-5700
15 Facsimile: (213) 808-5760
16 benjamin.sadun@dechert.com

17 *Attorneys for Defendant Flo Health, Inc.*

18 **UNITED STATES DISTRICT COURT**
19 **NORTHERN DISTRICT OF CALIFORNIA**
20 **SAN FRANCISCO DIVISION**

21 ERICA FRASCO, individually and on behalf
22 of all others similarly situated,

23 Plaintiff,

24 v.

25 FLO HEALTH, INC., GOOGLE, LLC,
26 FACEBOOK, INC., APPSFLYER, INC., and
27 FLURRY, INC.,

28 Defendants.

Case No.: 3:21-cv-00757-JD

**FLO HEALTH, INC.'S RESPONSES AND
OBJECTIONS TO PLAINTIFFS' FIRST
SET OF INTERROGATORIES**

CONSOLIDATED COMPLAINT FILED:
September 2, 2021

SARAH WELLMAN, individually and on
behalf of all others similarly situated,

Plaintiff,

v.

FLO HEALTH, INC., GOOGLE, LLC,
FACEBOOK, INC., APPSFLYER, INC., and
FLURRY, INC.,

Defendants.

JUSTINE PIETRZYK, individually and on
behalf of all others similarly situated,

Plaintiff,

v.

FLO HEALTH, INC., GOOGLE, LLC,
FACEBOOK, INC., APPSFLYER, INC., and
FLURRY, INC.,

Defendants.

JENNIFER CHEN, individually and on
behalf of all others similarly situated,

Plaintiff,

v.

FLO HEALTH, INC., GOOGLE, LLC,
FACEBOOK, INC., APPSFLYER, INC., and
FLURRY, INC.,

Defendants.

TESHA GAMINO, individually and on
behalf of all others similarly situated,

Plaintiff,

v.

FLO HEALTH, INC., GOOGLE, LLC,
FACEBOOK, INC., APPSFLYER, INC., and
FLURRY, INC.,

Defendants.

1 LEAH RIDGWAY and AUTUMN MEIGS,
2 individually and on behalf of all others
3 similarly situated,

4 Plaintiffs,

5 v.

6 FLO HEALTH, INC., GOOGLE, LLC,
7 FACEBOOK, INC., APPSFLYER, INC., and
8 FLURRY, INC.,

9 Defendants.

10 MADELINE KISS, individually and on behalf
11 of all other similarly situated,

12 Plaintiff,

13 v.

14 FLO HEALTH, INC., GOOGLE, LLC,
15 FACEBOOK, INC., APPSFLYER, INC., and
16 FLURRY, INC.,

17 Defendants.

1 PROPOUNDING PARTY: Plaintiffs Erica Frasco, Sarah Wellman, Justine Pietrzyk, Jennifer
2 Chen, Tesha Gamino, Leah Ridgway, Autumn Meigs, and Madeline
Kiss.

3 RESPONDING PARTY: Flo Health, Inc.

4 SET NO.: One (Requests Nos. 1-7)
5

6 Pursuant to Rules 26 and 33 of the Federal Rules of Civil Procedure (the “Federal Rules”)
7 and the Civil Local Rules of the U.S. District Court for the Northern District of California (the
8 “Local Rules”), Defendant Flo Health, Inc. (“Flo”) objects and responds to Plaintiffs’ First Set of
9 Interrogatories (the “Interrogatories” and each an “Interrogatory”) as follows.

10 **PRELIMINARY STATEMENT**

11 1. Flo’s responses to the Interrogatories are made in good faith to the best of its current
12 knowledge, information, belief, and understanding of the Interrogatories. Flo’s factual and legal
13 investigation of this matter is ongoing. Further, the parties have not engaged in any meet and confer
14 regarding the Interrogatories, many of which are overbroad or otherwise objectionable. Flo reserves
15 the right to supplement or amend any responses in accordance with any agreement between the
16 parties or should future investigation indicate that such supplementation or amendment is necessary
17 and to utilize any additional evidence that may be developed.

18 2. Flo’s provision of any information is not an admission that such information is
19 relevant or admissible. Flo reserves the right to contend that the requested information is
20 inadmissible, irrelevant, immaterial, or otherwise objectionable.

21 3. Some of Flo’s responses to the Interrogatories are designated as Confidential and are
22 made solely for the purpose of and in relation to the above-captioned action. Each response is given
23 subject to all appropriate objections (including, but not limited to, objections concerning privilege,
24 competency, relevancy, materiality, propriety, and admissibility). All objections are reserved and
25 may be interposed at any time.

26 4. Flo incorporates by reference each and every general objection set forth below into
27 each and every specific response. Some specific responses may repeat a general objection for
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1 emphasis or some other reason. The failure to include any general objection in any specific response
2 shall not be interpreted as a waiver of any general objection to that response.

3 5. Nothing contained in these Responses and Objections or provided in response to the
4 Interrogatories consists of, or should be construed as, an admission relating to the accuracy,
5 relevance, existence, or nonexistence of any alleged facts or information referenced in or assumed
6 by any Interrogatory.

7 **GENERAL OBJECTIONS**

8 1. Flo objects to each Interrogatory on the grounds that and to the extent it requests any
9 information or documents that are protected from disclosure by the attorney-client privilege, the
10 work product doctrine, joint-defense privilege, the self-investigative privilege, or any other legally
11 recognized privilege, immunity, or exemption (collectively, “Privileged Information”). Privileged
12 Information will not be knowingly disclosed or produced. Any disclosure of Privileged Information
13 in response to any Interrogatory is inadvertent and not intended to waive any privileges or
14 protections. Flo reserves the right to demand that Plaintiff return or destroy any Privileged
15 Information inadvertently produced, including all copies and summaries thereof.

16 2. Flo objects to the Interrogatories, including the Definitions and Instructions, to the
17 extent they purport to require Flo to produce information or documents relating to any information
18 about App users that Flo shared with third-party app developers other than purported health-related
19 information shared with the Analytics Defendants¹, as such Interrogatories are overbroad, unduly
20 burdensome, and call for information that is neither relevant to the claims or defenses nor
21 proportional to the needs of the case.

22 3. Flo objects to the Interrogatories, including the Definitions and Instructions, to the
23 extent they purport to require Flo to provide “all” or “any” information relating to a given subject
24 matter as overbroad, unduly burdensome, and not proportional to the needs of the case.

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26
27 ¹ The “Analytics Defendants” means Defendants Google, LLC, Meta Platforms, Inc., and Flurry,
28 Inc.

1 4. Flo objects to the Interrogatories, including the Definitions and Instructions, as
2 unduly burdensome and oppressive to the extent that they seek information which Flo does not track
3 and prepare in the regular course of business. An agreement by Flo to provide information for
4 purposes of this action does not waive this objection.

5 5. Flo objects to the Interrogatories, including the Definitions and Instructions, to the
6 extent that they purport to require production of information that is public; already in Plaintiffs'
7 possession, custody, or control; not in the possession, custody, or control of Flo; or otherwise
8 available from sources other than Flo to which Plaintiffs have access, on the grounds that such
9 Interrogatories are unnecessary, overbroad, and unduly burdensome.

10 6. Flo objects to any Interrogatory as unduly burdensome to the extent it seeks
11 information that is more easily available from another source, including the Analytics Defendants.

12 7. Flo generally objects to the Interrogatories to the extent that the information sought
13 is more appropriately pursued through another discovery tool.

14 8. Flo objects to Plaintiffs' Definitions and to any Interrogatory to the extent they
15 purport to give meaning or legal significance to a document, fact, or purported fact whose meaning
16 or significance is subject to dispute between the parties. Flo's responses to each Interrogatory shall
17 not constitute an admission or concession to any of the definitions, terms, and phrases used therein.
18 Flo further objects to any definitions to the extent they exceed the scope allowed under the Federal
19 Rules of Civil Procedure, the parties' Protective Order, and/or the ESI Protocol. By responding to
20 any Interrogatory, Flo does not concede the relevance or admissibility of any of the information
21 provided.

22 9. Flo objects to the Interrogatories to the extent that any Interrogatory, definition, or
23 instruction assumes facts and events, including characterizations assumed to be accurate, and/or
24 contains legal conclusions. By providing responses to these Interrogatories, Flo does not admit or
25 concede that any assumed fact, event, characterization, or legal conclusion is correct or accurate and
26 Flo expressly reserves the right to contest any and all assumed facts, events, characterizations, and
27 legal conclusions.

1 10. Flo objects to Plaintiffs' Instructions and Definitions to the extent they purport to
2 impose discovery obligations that differ from or exceed the discovery obligations imposed by the
3 Federal Rules, the Local Rules, or Judge Donato's Standing Order for Discovery in Civil Cases, any
4 other applicable federal or state law, and any agreements between the parties. Flo will construe and
5 respond to the Interrogatories in accordance with the requirements of the Federal Rules of Civil
6 Procedure and other applicable rules, laws, or agreements.

7 11. Flo generally objects to each Interrogatory to the extent it seeks information that is
8 irrelevant to the claims in, or defenses to, this action and disproportionate to the needs of the case,
9 or are of such marginal relevance that the probative value is outweighed by the burden imposed on
10 Flo in having to provide such information, including any Interrogatory that seeks information for
11 any time period outside of the Relevant Time Period.

12 12. Flo generally objects to each Interrogatory to the extent the Interrogatory is vague,
13 ambiguous, unreasonably cumulative, or duplicative, including to the extent it seeks information
14 that is otherwise responsive to other Interrogatory responses.

15 13. Flo objects to the Interrogatories to the extent that any Interrogatory seeks premature
16 expert discovery or disclosure of expert opinions and goes beyond the scope of permissible expert
17 discovery. Flo will provide expert discovery and disclosures on the dates set by the Court in
18 compliance with the discovery rules, and it assumes no further obligation in responding to these
19 Interrogatories.

20 14. Flo objects to the Interrogatories, including the Definitions and Instructions, to the
21 extent that such Interrogatories are overbroad, unduly burdensome, not relevant to any party's
22 claims or defenses, and not proportional to the needs of the case because they are not limited to
23 events or issues related to the information that that Plaintiffs allege Flo shared with the Analytics
24 Defendants. Subject to and without waiving any objection, Flo will disclose information insofar as
25 it pertains to events or issues related to the purportedly sensitive health information that Plaintiffs
26 allege Flo shared with the Analytics Defendants via Custom App Events during the relevant
27 timeframe.

1 15. Flo generally objects to the Interrogatories to the extent that the information sought
2 is more appropriately pursued through another discovery tool.

3 16. Flo generally objects to each Interrogatory on the grounds and to the extent that
4 providing such information demanded therein would violate the right of privacy of third parties
5 under California law or other applicable laws of any relevant jurisdiction, or that providing such
6 information is otherwise prohibited by law, or is subject to legal requirements for notification of
7 third parties.

8 **OBJECTIONS TO DEFINITIONS AND INSTRUCTIONS**

9 1. Flo objects to the Plaintiffs' definition of "Standard App Event" and "Custom App
10 Event," which Plaintiffs define as having "the same definition as [those] term[s] [are] used in
11 Plaintiffs' Consolidated Class Action Complaint." Pls.' First Set of Interrogatories, at Definitions
12 ¶¶ 5, 17. These terms are not defined in Plaintiffs' Consolidated Class Action Complaint. Flo
13 interprets Custom App Events to mean App Events categories created by Flo that relate to
14 substantive interactions between the user and the Flo App, such as whether a user accessed a certain
15 App feature or entered certain information into the App. This does not include App Events created
16 by third-parties or App Events that relate to purely technical events (such as whether a user installed
17 or opened the App) even if created by Flo.

18 2. Flo objects to the definition of "User Data" to the extent it purports to include
19 information other than user health information. Nevertheless, for purposes of discovery only, Flo
20 agrees to use the definition of User Data agreed upon by email on August 12, 2022.

21 3. Flo objects to the definition of "Health Information" as vague, ambiguous, and
22 overbroad. Flo also objects to this term as argumentative, lacking foundation, and incorporating
23 allegations and assertions that are in dispute and erroneous to the extent this term suggests that data
24 collected by, stored in, or transmitted from the Flo App is "sensitive" and/or constitutes "health
25 information," which are legal issues in dispute in this action.

26 4. Flo objects to the definition of "Relevant Period" as 2016 through June 30, 2021, on
27 the grounds that the alleged sharing of health-related user information by Flo at issue in Plaintiffs'
28

1 complaint, to the extent it occurred, ended in February 2019. Nevertheless, for purposes of discovery
2 only, Flo has agreed to produce information through June 30, 2021.

3 5. Flo further objects to Plaintiffs' definition of the terms "User" and "User Data" on
4 the grounds that they make no distinction as to whether or not users reside within the United States
5 or used the Flo App within the Relevant Period. Plaintiffs' proposed class includes only United
6 States App users who used the App during the Relevant Period. Accordingly, User Data for users
7 outside that putative class is irrelevant to this Action. Moreover, it would be unduly burdensome
8 and not proportional to the needs of the case for Flo to collect and produce information regarding
9 users of the App who are not members of the putative class. Thus, Flo interprets the terms "User"
10 and "User Data" to be limited to users in the United States during the Relevant Period.

11 6. Flo objects to Plaintiffs' definition of "You" or "Your" as overly broad and unduly
12 burdensome to the extent these terms are meant to include any individual(s), entit(ies), or any other
13 person(s) over which Flo exercises no control and to the extent that Plaintiffs purport to use these
14 terms to impose obligations on Flo that go beyond the requirements of the Federal and Local Rules.
15 Flo further objects to this definition to the extent that Plaintiffs purport to use this defined term to
16 seek information that is not relevant to the claims and defenses in this action.

17 7. Flo objects to Instruction No. 13 to the extent it would require Flo to undertake any
18 obligation beyond what is required in the Federal and Local Rules, and specifically to Plaintiffs'
19 request to identify business records by identifying the "name(s) of your employee(s) certifying the
20 documents as business records."

21 8. Flo objects to Instruction No. 10 to the extent it would require Flo to undertake any
22 obligation beyond what is required in the Federal and Local Rules. A corporate entity may verify
23 answers "without personal knowledge . . . by furnishing such information as is available to the
24 party." *U.S. ex rel. O'Connell v. Chapman Univ.*, 245 F.R.D. 646, 650 (C.D. Cal. 2007); *see also*
25 *Apple Hill Growers v. El Dorado Orchards, Inc.*, 2022 WL 1506205, at *14 (E.D. Cal. May 12,
26 2022); *Romex Textiles, Inc. v. HK World, LLC*, 2019 WL 8163476, at *9 (C.D. Cal. Oct. 18, 2019);
27 *Gardias v. San Jose State Univ.*, 2007 WL 2288325, at *1 (N.D. Cal. Aug. 9, 2007) (all similar).

1 9. Flo objects to Instruction No. 13 to the extent it would require Flo to undertake any
2 obligation beyond what is required in the Federal and Local Rules, and specifically to Plaintiffs'
3 request to identify business records by identifying the "name(s) of your employee(s) certifying the
4 documents as business records."

5 **RESPONSES AND OBJECTIONS TO SPECIFIC INTERROGATORIES**

6 Subject to the responses and objections set forth above, Flo further responds and objects as
7 follows.

8 **INTERROGATORY NO. 1**

9 Identify all Persons to whom You Transferred Flo User Data.

10 **RESPONSE TO INTERROGATORY NO. 1**

11 Flo restates and incorporates its Preliminary Statement, General Objections, and Objections
12 to Definitions and Instructions as though fully set forth in this Response. Flo further objects to this
13 Interrogatory on the following additional grounds:

- 14 A. Flo objects to this Interrogatory on the grounds that it is vague and ambiguous as to the
15 undefined term "Transfer." This Interrogatory is also vague, ambiguous, overbroad, and/or
16 unduly burdensome in that it seeks information about all transfers of User Data regardless of
17 recipient, purpose, scope, or frequency.
- 18 B. Flo also objects to the definition of "Person" and the reference to "all Persons" as overbroad,
19 unduly burdensome, and on the basis that it seeks information irrelevant to this action and/or
20 disproportionate to the needs of the case. Flo likewise objects to this Interrogatory to the
21 extent it seeks information concerning any third party other than an Analytics Defendant.
- 22 C. Flo also objects to the definition of Flo User Data as irrelevant, overbroad, unduly burdensome,
23 and thus disproportionate to the needs of the case to the extent it refers to data other than
24 purportedly sensitive health information that Plaintiffs allege Flo transmitted to Analytics
25 Defendants via Custom App Events in its App during the time period relevant to the claims
26 or defenses asserted in this action. Nevertheless, pursuant for purposes of discovery only,
27 Flo agrees to use the definition of User Data agreed upon by email on August 12, 2022.
- 28

1 Subject to and without waiving the foregoing objections, and based on a reasonable inquiry
2 of the information available as of the date of these responses, Flo responds that at various points
3 during the Relevant Period Flo transferred at least one type of User Data (as defined above) to the
4 following recipients:

- 5 • Alibaba Cloud
- 6 • Amazon Web Services
- 7 • Amplitude
- 8 • AppsFlyer
- 9 • Cloudflare
- 10 • Fabric
- 11 • Flurry
- 12 • Google
- 13 • Meta (formerly known as Facebook)
- 14 • Servers.com

1 **INTERROGATORY NO. 2**

2 For each Non-Flo Defendant, Identify all Custom App Events that were Transferred to that Non -
3 Flo Defendant for each year of the Relevant Period.

4 **RESPONSE TO INTERROGATORY NO. 2**

5 Flo restates and incorporates its Preliminary Statement, General Objections, and Objections
6 to Definitions and Instructions as though fully set forth in this Response. Flo further objects to this
7 Interrogatory on the following additional grounds:

8 A. Flo objects to this Interrogatory on the grounds that it is vague and ambiguous as to the
9 undefined term “Transfer.” This Interrogatory is also vague, ambiguous, overbroad, and/or
10 unduly burdensome in that it seeks information about all transfers of Custom App Events
11 regardless of recipient, purpose, scope, or frequency.

12 B. Flo further objects to the request for information on “all Custom App Events” as overbroad,
13 irrelevant, unduly burdensome, and thus disproportionate to the needs of the case to the
14 extent it asks Flo to identify Custom App Events other than those with purportedly health-
15 related labels, which are the Custom App Events at issue in this action.

16 Subject to and without waiving the foregoing objections, and based on a reasonable inquiry
17 of the information available as of the date of these responses, Flo responds as follows:

18 **Flurry**

19 Flo used Flurry from approximately June 2016 through February 23, 2019. Therefore, no
20 Custom App Events were shared with Flurry outside that timeframe, including all of 2020, and 2021.

21 For the period from approximately June 2016 through February 23, 2019, when Flo used
22 Flurry, Flo does not have records for which Custom App Events were actually transmitted to Flurry
23 and if so when. However, the outer bounds of what Custom App Events could have been transferred
24 to Flurry during that time period are as follows:

- 25 • APP_STARTED
- 26 • R_FIRST_LAUNCH
- 27 • R_GDPR_SHOWN GDPR
- 28 • R_GDPR_NEXT

- 1 • R_GDPR_SHOWN_OLD
- 2 • R_GDPR_NEXT_OLD
- 3 • R_CHOOSE_GOAL
- 4 • R_SELECT_LAST_PERIOD_DATE
- 5 • R_SELECT_CYCLE_LENGTH
- 6 • R_SELECT_PERIOD_LENGTH
- 7 • R_AGE_CHOSEN_PERIODS
- 8 • R_ACCEPT_PUSHES_PERIODS
- 9 • R_PREGNANCY_WEEK_CHOSEN
- 10 • R_PREGNANCY_WEEK_CHOSEN_UNKNOWN
- 11 • R_AGE_CHOSEN_PREGNANCY
- 12 • R_ACCEPT_PUSHES_PREGNANCY
- 13 • R_PREGNANCY_METHOD
- 14 • R_PREGNANCY_METHOD_DATE
- 15 • R_AGE_CHOSEN_PREGNANCY_METHOD
- 16 • R_ACCEPT_PUSHES_PREGNANCY_METHOD
- 17 • R_PERIOD_LENGTH_HELP
- 18 • R_PERIOD_CYCLE_HELP
- 19 • R_KIDS
- 20 • R_KID_BORN
- 21 • R_LOGIN
- 22 • R_INSIDE_APP
- 23 • APPSFL_INSIDE_APP R_TOU_PP
- 24 • R_TOU_PP
- 25 • PLUS_OPEN
- 26 • PLUS_CLOSED
- 27 • PLUS_SETTINGS
- 28 • PLUS_SETTINGS_CLOSED

- 1 • APPSFL_PLUS_ADDED
- 2 • CALENDAR_OPENED
- 3 • CALENDAR_YEAR_VIEW_OPENED
- 4 • CALENDAR_MONTH_VIEW_OPENED
- 5 • CALENDAR_PERIOD_EDIT_OPEN
- 6 • CALENDAR_PERIOD_EDIT_CLOSED
- 7 • CALENDAR_DAY_INFO
- 8 • MAIN_SCREEN
- 9 • APPSFL_FEED_OPENED
- 10 • FEED_OPENED
- 11 • APPSFL_HEALTH_PROF
- 12 • SURVEY_OPENED
- 13 • SURVEY_CLOSED
- 14 • FEED_CARD_INFEED
- 15 • FEED_CARD_ONSCREEN
- 16 • FEED_CARD_EXPANDED
- 17 • FEED_CARD_READ
- 18 • FEED_DISCUSSION
- 19 • APPSFL_FEED_DISCUSSION_COMMENT
- 20 • FEED_DISCUSSION_COMMENT
- 21 • FEED_DISCUSSION_ACTION
- 22 • FEED_LIKE
- 23 • FEED_HIDE
- 24 • MORE_OPENED
- 25 • PROFILE_OPENED
- 26 • REGISTRATION_OPENED
- 27 • APPSFL_REGISTRATION_SUCCESS
- 28 • REGISTRATION_SUCCESS

- 1 • REGISTRATION_FAIL
- 2 • REGISTRATION_LOGIN_MERGE
- 3 • PROFILE_AVATAR_ADDED
- 4 • PROFILE_NAME_CHANGED
- 5 • PROFILE_BIRTH_DATE_CHANGED
- 6 • PROFILE_GOAL_CHANGED
- 7 • PROFILE_LIFESTYLE_OPENED
- 8 • PROFILE_LOG_OUT
- 9 • CYCLE_SETTINGS_OPENED
- 10 • CYCLE_SETTINGS_CHANGED
- 11 • GRAPHS_OPENED
- 12 • GRAPHS_CYCLE_LENGTH
- 13 • GRAPHS_PERIOD_LENGTH
- 14 • GRAPHS_PATTERNS
- 15 • GRAPHS_PATTERNS_DETAILS
- 16 • GRAPHS_PATTERNS_EXAMPLE
- 17 • GRAPHS_BY_EVENTS
- 18 • GRAPHS_BY_EVENTS_OPENED
- 19 • GRAPHS_SHARE_REPORT
- 20 • GRAPHS_REPORT
- 21 • EVENT_1
- 22 • APPSFL_EVENT_2
- 23 • EVENT_2
- 24 • EVENT_3
- 25 • EVENT_4
- 26 • EVENT_5
- 27 • EVENT_6
- 28 • EVENT6_SURVEY

- 1 • EVENT_7
- 2 • EVENT_8
- 3 • REMINDERS_OPEN
- 4 • REMINDERS_ON
- 5 • REMINDERS_OFF
- 6 • REMINDERS_DELETED
- 7 • REMINDERS_CHANGED
- 8 • CODE_OPEN
- 9 • CODE_ON
- 10 • CODE_OFF
- 11 • CODE_CHANGED
- 12 • APPLE_WATCH_INSTALLED
- 13 • GOOGLE_FIT_ON
- 14 • SETTINGS_OPENED
- 15 • SETTINGS_DESIGN_OPENED
- 16 • SETTINGS_DESIGN_CHANGED
- 17 • SETTINGS_HEALTHKIT_OPENED
- 18 • SETTINGS_HEALTHKIT_ON
- 19 • SETTINGS_FITBIT_OPENED
- 20 • SETTINGS_FITBIT_PREDICTIONS
- 21 • SETTINGS_FITBIT_HEART_RATE
- 22 • SETTINGS_FITBIT_ON
- 23 • LANGUAGE_CHANGED
- 24 • BANNER_GET_REGISTRED_SHOWN
- 25 • BANNER_GET_REGISTRED_CLOSED
- 26 • APPSFL_5_SESSIONS
- 27 • APPSFL_10_SESSIONS
- 28 • APPSFL_30_SESSIONS

- 1 • APPSFL_50_SESSIONS
- 2 • APPSFL_100_SESSIONS
- 3 • HEALTH_INSIGHTS
- 4 • METRIC_SYSTEM
- 5 • CONTACT_SUPPORT
- 6 • LEGAL_OPENED
- 7 • LEGAL_OPENED_INFO
- 8 • NOTIFS
- 9 • MOTION_FITNESS
- 10 • STATE
- 11 • PUSH
- 12 • AGE
- 13 • USER_RECOVERED
- 14 • PM_ACTIVE
- 15 • PM_OPENED
- 16 • PM_1_SCREEN
- 17 • PM_2_SCREEN
- 18 • PM_3_SCREEN
- 19 • PM_NEXT
- 20 • PM_NAME_NEXT
- 21 • PM_EDIT_NOTIF_1
- 22 • PM_CONNECT
- 23 • PM_SEND_LINK
- 24 • PM_LINK_SENT
- 25 • PM_WAITING
- 26 • PM_RESEND
- 27 • PM_STOP_SHARING
- 28 • PM_ACCEPTED

- 1 • PM_PERMISSIONS_EDIT
- 2 • BATT_POPUP
- 3 • BATT_PLUS_OPEN
- 4 • BATT_TOTAL_PROGRESS
- 5 • BATT_TOTAL_PROGRESS_CLOSED
- 6 • BATT_CONGRATS
- 7 • BATT_INSTRUCTION
- 8 • T_EXP_ACTIVE
- 9 • T_NEW_TASKS
- 10 • T_NEW_TASKS_BADGE
- 11 • T_TASKS_ONSCREEN
- 12 • T_TASK_STARTED
- 13 • T_TASK_COMPLETED
- 14 • T_TODAY_TASKS_COMPLETED
- 15 • T_TASK_MOVED
- 16 • T_TASK_CANCELLED
- 17 • TP_CONGRATS
- 18 • E_EXP_ACTIVE
- 19 • E_PLANNED_PUSH
- 20 • E_GOT_PUSH
- 21 • E_OPENED
- 22 • E_FEEDBACK
- 23 • E_CLOSED_SCREEN_YES
- 24 • E_CLOSED_SCREEN_NO
- 25 • E_LOGGED_SYMPTOMS
- 26 • PP_PREGNANCY_PUSH
- 27 • PP_PREGNANCY_EXTENDED_PUSH
- 28 • PP_PREGNANCY_WOMEN_BODY_PUSH

- 1 • PP_CARD_VIEWER_SPEND_TIME_KEY
- 2 • PP_CARD_VIEWER_OPEN
- 3 • PP_CARD_VIEWER_CLOSE
- 4 • VA_AVAILABLE
- 5 • VA_AVAILABLE_CLOSE
- 6 • VA_AVAILABLE_STEP_1
- 7 • VA_AVAILABLE_STEP_2
- 8 • VA_DIALOGUE_POPUP
- 9 • VA_DIALOGUE_FEED_CARD
- 10 • VA_DIALOGUE_OPENED
- 11 • VA_DIALOGUE_FINISHED
- 12 • VA_DIALOGUE_CLOSED
- 13 • VA_DIALOGUE_RETURN
- 14 • VA_VIDEO_ONSCREEN
- 15 • VA_VIDEO_OPENED
- 16 • VA_VIDEO_VIEWED
- 17 • VA_IMAGE_ONSCREEN
- 18 • VA_IMAGE_OPENED
- 19 • VA_ARTICLES_ONSCREEN
- 20 • VA_ARTICLES_OPENED
- 21 • SL_FIRST_LAUNCH
- 22 • SL_ENTER
- 23 • SL_TOU_PP
- 24 • SL_CHOOSE_GOAL
- 25 • SL_SELECT_LAST_PERIOD_DATE
- 26 • SL_SELECT_CYCLE_LENGTH
- 27 • SL_SELECT_PERIOD_LENGTH
- 28 • SL_AGE_CHOSEN_PERIODS

- 1 • SL_GET_PUSHES_NEXT
- 2 • SL_ACCEPT_PUSHES_PERIODS
- 3 • SL_PREGNANCY_WEEK_CHOSEN
- 4 • SL_PREGNANCY_WEEK_CHOSEN_UNKNOWN
- 5 • SL_AGE_CHOSEN_PREGNANCY
- 6 • SL_GET_PUSHES_PREGNANCY
- 7 • SL_ACCEPT_PUSHES_PREGNANCY
- 8 • SL_PREGNANCY_METHOD
- 9 • SL_PREGNANCY_METHOD_DATE
- 10 • SL_AGE_CHOSEN_PREGNANCY_METHOD
- 11 • SL_GET_PUSHES_PREGNANCY_METHOD
- 12 • SL_ACCEPT_PUSHES_PREGNANCY_METHOD
- 13 • SL_PERIOD_LENGTH_HELP
- 14 • SL_PERIOD_CYCLE_HELP
- 15 • SL_LOGIN
- 16 • SL_INSIDE_APP
- 17 • V_FIRST_LAUNCH
- 18 • V_CHOOSE_GOAL
- 19 • V_TOU_PP
- 20 • V_SELECT_LAST_PERIOD_DATE
- 21 • V_SELECT_CYCLE_LENGTH
- 22 • V_SELECT_PERIOD_LENGTH
- 23 • V_AGE_CHOSEN_PERIODS
- 24 • V_GET_PUSHES_NEXT
- 25 • V_ACCEPT_PUSHES_PERIODS
- 26 • V_PREGNANCY_WEEK_CHOSEN
- 27 • V_PREGNANCY_WEEK_CHOSEN_UNKNOWN
- 28 • V_AGE_CHOSEN_PREGNANCY

- 1 • V_GET_PUSHES_PREGNANCY
- 2 • V_ACCEPT_PUSHES_PREGNANCY
- 3 • V_PREGNANCY_METHOD
- 4 • V_PREGNANCY_METHOD_DATE
- 5 • V_AGE_CHOSEN_PREGNANCY_METHOD
- 6 • V_GET_PUSHES_PREGNANCY_METHOD
- 7 • V_ACCEPT_PUSHES_PREGNANCY_METHOD
- 8 • V_PERIOD_LENGTH_HELP
- 9 • V_PERIOD_CYCLE_HELP
- 10 • V_LOGIN
- 11 • V_INSIDE_APP
- 12 • P_FIRST_LAUNCH
- 13 • P_CHOOSE_GOAL
- 14 • P_TOU_PP
- 15 • P_SELECT_LAST_PERIOD_DATE
- 16 • P_SELECT_CYCLE_LENGTH
- 17 • P_SELECT_PERIOD_LENGTH
- 18 • P_AGE_CHOSEN_PERIODS
- 19 • P_GET_PUSHES_NEXT
- 20 • P_ACCEPT_PUSHES_PERIODS
- 21 • P_PREGNANCY_WEEK_CHOSEN
- 22 • P_PREGNANCY_WEEK_CHOSEN_UNKNOWN
- 23 • P_AGE_CHOSEN_PREGNANCY
- 24 • P_GET_PUSHES_PREGNANCY
- 25 • P_ACCEPT_PUSHES_PREGNANCY
- 26 • P_PREGNANCY_METHOD
- 27 • P_PREGNANCY_METHOD_DATE
- 28 • P_AGE_CHOSEN_PREGNANCY_METHOD

- 1 • P_GET_PUSHES_PREGNANCY_METHOD
- 2 • P_ACCEPT_PUSHES_PREGNANCY_METHOD
- 3 • P_PERIOD_LENGTH_HELP
- 4 • P_PERIOD_CYCLE_HELP
- 5 • P_LOGIN
- 6 • P_INSIDE_APP
- 7 • BP_FIRST_LAUNCH
- 8 • BP_CHOOSE_GOAL
- 9 • BP_TOU_PP
- 10 • BP_SELECT_LAST_PERIOD_DATE
- 11 • BP_SELECT_CYCLE_LENGTH
- 12 • BP_SELECT_PERIOD_LENGTH
- 13 • BP_AGE_CHOSEN_PERIODS
- 14 • BP_GET_PUSHES_NEXT
- 15 • BP_ACCEPT_PUSHES_PERIODS
- 16 • BP_PREGNANCY_WEEK_CHOSEN
- 17 • BP_PREGNANCY_WEEK_CHOSEN_UNKNOW
- 18 • BP_AGE_CHOSEN_PREGNANCY
- 19 • BP_GET_PUSHES_PREGNANCY
- 20 • BP_ACCEPT_PUSHES_PREGNANCY
- 21 • BP_PREGNANCY_METHOD
- 22 • BP_PREGNANCY_METHOD_DATE
- 23 • BP_AGE_CHOSEN_PREGNANCY_METHOD
- 24 • BP_GET_PUSHES_PREGNANCY_METHOD
- 25 • BP_ACCEPT_PUSHES_PREGNANCY_METHOD
- 26 • BP_PERIOD_LENGTH_HELP
- 27 • BP_PERIOD_CYCLE_HELP
- 28 • BP_LOGIN

- 1 • BP_INSIDE_APP
- 2 • BP_PLUS_OPEN
- 3 • BP_MOOD_LOGGED
- 4 • BP_PLUS_CLOSED
- 5 • R_GDPR_SHOWN GDPR
- 6 • R_GDPR_NEXT
- 7 • R_GDPR_OPTIONS
- 8 • BP_FEED_OPENED
- 9 • BP_FEED_CLOSED
- 10 • BP_MORE_OPENED
- 11 • BP_SKIPPED
- 12 • EXP_PUSH
- 13 • APP_STARTED
- 14 • EXP_SURVEY
- 15 • FEED_OPENED
- 16 • EVENT_1
- 17 • EVENT_2
- 18 • APP_STARTED
- 19 • SUB_PURCHASED
- 20 • SUB_TRIAL_STARTED
- 21 • SUB_STARTED
- 22 • SUB_TRIAL_STOPPED
- 23 • SUB_BOUGHT_MONTH
- 24 • SUB_STOPPED_MONTH
- 25 • SUB_BOUGHT_YEAR
- 26 • SUB_STOPPED_YEAR
- 27 • SUB_CONTINUED_MONTH
- 28 • SUB_CONTINUED_YEAR

- 1 • SUB_CANC_YEAR
- 2 • SUB_CANC_MONTH
- 3 • R_SUBS_SCREEN
- 4 • R_SUBS_SCREEN_TRIAL
- 5 • R_SUBS_SCREEN_SHOWN
- 6 • SUB_BASIC_SCREEN_SHOWN
- 7 • SUB_BASIC_SCREEN_BUY_PRESSED
- 8 • SUB_BASIC_SCREEN_BOUGHT
- 9 • SUB_AVAILABLE
- 10 • SUB_UNAVAILABLE
- 11 • SUB_PURCHASED
- 12 • SUB_TRIAL_STARTED
- 13 • SUB_STARTED
- 14 • SUB_STOPPED
- 15 • SUB_CANC
- 16 • R_SUBS_SCREEN
- 17 • R_SUBS_SCREEN_SHOWN
- 18 • CONFIG_ID
- 19 • S_SUB_TRIAL_STARTED
- 20 • S_SUB_TRIAL_STOPPED
- 21 • S_SUB_BOUGHT
- 22 • S_SUB_SUBSCRIBED
- 23 • S_SUB_STOPPED

24

25 **Google**

26 Flo used Google Analytics from September 17, 2018 through February 23, 2019. Therefore,
27 no Custom App Events were shared with Google Analytics outside that timeframe, including all of
28 2016, 2017, 2020, and 2021.

1 For the period from September 17, 2018 through February 23, 2019, when Flo used Google
2 Analytics, Flo does not have records for which Custom App Events were actually transmitted to
3 Google and if so when. However, the outer bounds of what Custom App Events could have been
4 transferred to Google Analytics during that time period are as follows:

- 5 • APPSFL_FEED_OPENED
- 6 • FEED_OPENED
- 7 • APPSFL_HEALTH_PROF
- 8 • SURVEY_OPENED
- 9 • SURVEY_CLOSED
- 10 • FEED_CARD_INFEED
- 11 • FEED_CARD_ONSCREEN
- 12 • FEED_CARD_EXPANDED
- 13 • FEED_CARD_READ
- 14 • FEED_DISCUSSION
- 15 • APPSFL_FEED_DISCUSSION_COMMENT
- 16 • FEED_DISCUSSION_COMMENT
- 17 • FEED_DISCUSSION_ACTION
- 18 • FEED_LIKE
- 19 • FEED_HIDE

20
21 **Meta**

22 Flo used Facebook Analytics from approximately June 2016 through February 23, 2019.
23 Therefore, no Custom App Events were shared with Facebook Analytics outside that timeframe,
24 including all of 2016, 2017, 2020, and 2021.

25 For the period from Approximately June 2016 through February 23, 2019, when Flo used
26 Facebook Analytics, Flo does not have records for which Custom App Events were actually
27 transmitted to Facebook Analytics and if so when. However, the outer bounds of what Custom App
28 Events could have been transferred to Facebook Analytics during that time period are as follows:

- 1 • APP_STARTED
- 2 • R_FIRST_LAUNCH
- 3 • R_GDPR_SHOWN GDPR
- 4 • R_GDPR_NEXT
- 5 • R_GDPR_SHOWN_OLD
- 6 • R_GDPR_NEXT_OLD
- 7 • R_CHOOSE_GOAL
- 8 • R_SELECT_LAST_PERIOD_DATE
- 9 • R_SELECT_CYCLE_LENGTH
- 10 • R_SELECT_PERIOD_LENGTH
- 11 • R_AGE_CHOSEN_PERIODS
- 12 • R_ACCEPT_PUSHES_PERIODS
- 13 • R_PREGNANCY_WEEK_CHOSEN
- 14 • R_PREGNANCY_WEEK_CHOSEN_UNKNOWN
- 15 • R_AGE_CHOSEN_PREGNANCY
- 16 • R_ACCEPT_PUSHES_PREGNANCY
- 17 • R_PREGNANCY_METHOD
- 18 • R_PREGNANCY_METHOD_DATE
- 19 • R_AGE_CHOSEN_PREGNANCY_METHOD
- 20 • R_ACCEPT_PUSHES_PREGNANCY_METHOD
- 21 • R_PERIOD_LENGTH_HELP
- 22 • R_PERIOD_CYCLE_HELP
- 23 • R_KIDS
- 24 • R_KID_BORN
- 25 • R_LOGIN
- 26 • R_INSIDE_APP
- 27 • APPSFL_INSIDE_APP R_TOU_PP
- 28 • R_TOU_PP

- 1 • PLUS_OPEN
- 2 • PLUS_CLOSED
- 3 • PLUS_SETTINGS
- 4 • PLUS_SETTINGS_CLOSED
- 5 • APPSFL_PLUS_ADDED
- 6 • CALENDAR_OPENED
- 7 • CALENDAR_YEAR_VIEW_OPENED
- 8 • CALENDAR_MONTH_VIEW_OPENED
- 9 • CALENDAR_PERIOD_EDIT_OPEN
- 10 • CALENDAR_PERIOD_EDIT_CLOSED
- 11 • CALENDAR_DAY_INFO
- 12 • MAIN_SCREEN
- 13 • APPSFL_FEED_OPENED
- 14 • FEED_OPENED
- 15 • APPSFL_HEALTH_PROF
- 16 • SURVEY_OPENED
- 17 • SURVEY_CLOSED
- 18 • FEED_CARD_INFEED
- 19 • FEED_CARD_ONSCREEN
- 20 • FEED_CARD_EXPANDED
- 21 • FEED_CARD_READ
- 22 • FEED_DISCUSSION
- 23 • APPSFL_FEED_DISCUSSION_COMMENT
- 24 • FEED_DISCUSSION_COMMENT
- 25 • FEED_DISCUSSION_ACTION
- 26 • FEED_LIKE
- 27 • FEED_HIDE
- 28 • MORE_OPENED

- 1 • PROFILE_OPENED
- 2 • REGISTRATION_OPENED
- 3 • APPSFL_REGISTRATION_SUCCESS
- 4 • REGISTRATION_SUCCESS
- 5 • REGISTRATION_FAIL
- 6 • REGISTRATION_LOGIN_MERGE
- 7 • PROFILE_AVATAR_ADDED
- 8 • PROFILE_NAME_CHANGED
- 9 • PROFILE_BIRTH_DATE_CHANGED
- 10 • PROFILE_GOAL_CHANGED
- 11 • PROFILE_LIFESTYLE_OPENED
- 12 • PROFILE_LOG_OUT
- 13 • CYCLE_SETTINGS_OPENED
- 14 • CYCLE_SETTINGS_CHANGED
- 15 • GRAPHS_OPENED
- 16 • GRAPHS_CYCLE_LENGTH
- 17 • GRAPHS_PERIOD_LENGTH
- 18 • GRAPHS_PATTERNS
- 19 • GRAPHS_PATTERNS_DETAILS
- 20 • GRAPHS_PATTERNS_EXAMPLE
- 21 • GRAPHS_BY_EVENTS
- 22 • GRAPHS_BY_EVENTS_OPENED
- 23 • GRAPHS_SHARE_REPORT
- 24 • GRAPHS_REPORT
- 25 • EVENT_1
- 26 • APPSFL_EVENT_2
- 27 • EVENT_2
- 28 • EVENT_3

- 1 • EVENT_4
- 2 • EVENT_5
- 3 • EVENT_6
- 4 • EVENT6_SURVEY
- 5 • EVENT_7
- 6 • EVENT_8
- 7 • REMINDERS_OPEN
- 8 • REMINDERS_ON
- 9 • REMINDERS_OFF
- 10 • REMINDERS_DELETED
- 11 • REMINDERS_CHANGED
- 12 • CODE_OPEN
- 13 • CODE_ON
- 14 • CODE_OFF
- 15 • CODE_CHANGED
- 16 • APPLE_WATCH_INSTALLED
- 17 • GOOGLE_FIT_ON
- 18 • SETTINGS_OPENED
- 19 • SETTINGS_DESIGN_OPENED
- 20 • SETTINGS_DESIGN_CHANGED
- 21 • SETTINGS_HEALTHKIT_OPENED
- 22 • SETTINGS_HEALTHKIT_ON
- 23 • SETTINGS_FITBIT_OPENED
- 24 • SETTINGS_FITBIT_PREDICTIONS
- 25 • SETTINGS_FITBIT_HEART_RATE
- 26 • SETTINGS_FITBIT_ON
- 27 • LANGUAGE_CHANGED
- 28 • BANNER_GET_REGISTRED_SHOWN

- 1 • BANNER_GET_REGISTRED_CLOSED
- 2 • APPSFL_5_SESSIONS
- 3 • APPSFL_10_SESSIONS
- 4 • APPSFL_30_SESSIONS
- 5 • APPSFL_50_SESSIONS
- 6 • APPSFL_100_SESSIONS
- 7 • HEALTH_INSIGHTS
- 8 • METRIC_SYSTEM
- 9 • CONTACT_SUPPORT
- 10 • LEGAL_OPENED
- 11 • LEGAL_OPENED_INFO
- 12 • NOTIFS
- 13 • MOTION_FITNESS
- 14 • STATE
- 15 • PUSH
- 16 • AGE
- 17 • USER_RECOVERED
- 18 • PM_ACTIVE
- 19 • PM_OPENED
- 20 • PM_1_SCREEN
- 21 • PM_2_SCREEN
- 22 • PM_3_SCREEN
- 23 • PM_NEXT
- 24 • PM_NAME_NEXT
- 25 • PM_EDIT_NOTIF_1
- 26 • PM_CONNECT
- 27 • PM_SEND_LINK
- 28 • PM_LINK_SENT

- 1 • PM_WAITING
- 2 • PM_RESEND
- 3 • PM_STOP_SHARING
- 4 • PM_ACCEPTED
- 5 • PM_PERMISSIONS_EDIT
- 6 • BATT_POPUP
- 7 • BATT_PLUS_OPEN
- 8 • BATT_TOTAL_PROGRESS
- 9 • BATT_TOTAL_PROGRESS_CLOSED
- 10 • BATT_CONGRATS
- 11 • BATT_INSTRUCTION
- 12 • T_EXP_ACTIVE
- 13 • T_NEW_TASKS
- 14 • T_NEW_TASKS_BADGE
- 15 • T_TASKS_ONSCREEN
- 16 • T_TASK_STARTED
- 17 • T_TASK_COMPLETED
- 18 • T_TODAY_TASKS_COMPLETED
- 19 • T_TASK_MOVED
- 20 • T_TASK_CANCELLED
- 21 • TP_CONGRATS
- 22 • E_EXP_ACTIVE
- 23 • E_PLANNED_PUSH
- 24 • E_GOT_PUSH
- 25 • E_OPENED
- 26 • E_FEEDBACK
- 27 • E_CLOSED_SCREEN_YES
- 28 • E_CLOSED_SCREEN_NO

- 1 • E_LOGGED_SYMPTOMS
- 2 • PP_PREGNANCY_PUSH
- 3 • PP_PREGNANCY_EXTENDED_PUSH
- 4 • PP_PREGNANCY_WOMEN_BODY_PUSH
- 5 • PP_CARD_VIEWER_SPEND_TIME_KEY
- 6 • PP_CARD_VIEWER_OPEN
- 7 • PP_CARD_VIEWER_CLOSE
- 8 • VA_AVAILABLE
- 9 • VA_AVAILABLE_CLOSE
- 10 • VA_AVAILABLE_STEP_1
- 11 • VA_AVAILABLE_STEP_2
- 12 • VA_DIALOGUE_POPUP
- 13 • VA_DIALOGUE_FEED_CARD
- 14 • VA_DIALOGUE_OPENED
- 15 • VA_DIALOGUE_FINISHED
- 16 • VA_DIALOGUE_CLOSED
- 17 • VA_DIALOGUE_RETURN
- 18 • VA_VIDEO_ONSCREEN
- 19 • VA_VIDEO_OPENED
- 20 • VA_VIDEO_VIEWED
- 21 • VA_IMAGE_ONSCREEN
- 22 • VA_IMAGE_OPENED
- 23 • VA_ARTICLES_ONSCREEN
- 24 • VA_ARTICLES_OPENED
- 25 • SL_FIRST_LAUNCH
- 26 • SL_ENTER
- 27 • SL_TOU_PP
- 28 • SL_CHOOSE_GOAL

- 1 • SL_SELECT_LAST_PERIOD_DATE
- 2 • SL_SELECT_CYCLE_LENGTH
- 3 • SL_SELECT_PERIOD_LENGTH
- 4 • SL_AGE_CHOSEN_PERIODS
- 5 • SL_GET_PUSHES_NEXT
- 6 • SL_ACCEPT_PUSHES_PERIODS
- 7 • SL_PREGNANCY_WEEK_CHOSEN
- 8 • SL_PREGNANCY_WEEK_CHOSEN_UNKNOWN
- 9 • SL_AGE_CHOSEN_PREGNANCY
- 10 • SL_GET_PUSHES_PREGNANCY
- 11 • SL_ACCEPT_PUSHES_PREGNANCY
- 12 • SL_PREGNANCY_METHOD
- 13 • SL_PREGNANCY_METHOD_DATE
- 14 • SL_AGE_CHOSEN_PREGNANCY_METHOD
- 15 • SL_GET_PUSHES_PREGNANCY_METHOD
- 16 • SL_ACCEPT_PUSHES_PREGNANCY_METHOD
- 17 • SL_PERIOD_LENGTH_HELP
- 18 • SL_PERIOD_CYCLE_HELP
- 19 • SL_LOGIN
- 20 • SL_INSIDE_APP
- 21 • V_FIRST_LAUNCH
- 22 • V_CHOOSE_GOAL
- 23 • V_TOU_PP
- 24 • V_SELECT_LAST_PERIOD_DATE
- 25 • V_SELECT_CYCLE_LENGTH
- 26 • V_SELECT_PERIOD_LENGTH
- 27 • V_AGE_CHOSEN_PERIODS
- 28 • V_GET_PUSHES_NEXT

- 1 • V_ACCEPT_PUSHES_PERIODS
- 2 • V_PREGNANCY_WEEK_CHOSEN
- 3 • V_PREGNANCY_WEEK_CHOSEN_UNKNOWN
- 4 • V_AGE_CHOSEN_PREGNANCY
- 5 • V_GET_PUSHES_PREGNANCY
- 6 • V_ACCEPT_PUSHES_PREGNANCY
- 7 • V_PREGNANCY_METHOD
- 8 • V_PREGNANCY_METHOD_DATE
- 9 • V_AGE_CHOSEN_PREGNANCY_METHOD
- 10 • V_GET_PUSHES_PREGNANCY_METHOD
- 11 • V_ACCEPT_PUSHES_PREGNANCY_METHOD
- 12 • V_PERIOD_LENGTH_HELP
- 13 • V_PERIOD_CYCLE_HELP
- 14 • V_LOGIN
- 15 • V_INSIDE_APP
- 16 • P_FIRST_LAUNCH
- 17 • P_CHOOSE_GOAL
- 18 • P_TOU_PP
- 19 • P_SELECT_LAST_PERIOD_DATE
- 20 • P_SELECT_CYCLE_LENGTH
- 21 • P_SELECT_PERIOD_LENGTH
- 22 • P_AGE_CHOSEN_PERIODS
- 23 • P_GET_PUSHES_NEXT
- 24 • P_ACCEPT_PUSHES_PERIODS
- 25 • P_PREGNANCY_WEEK_CHOSEN
- 26 • P_PREGNANCY_WEEK_CHOSEN_UNKNOWN
- 27 • P_AGE_CHOSEN_PREGNANCY
- 28 • P_GET_PUSHES_PREGNANCY

- 1 • P_ACCEPT_PUSHES_PREGNANCY
- 2 • P_PREGNANCY_METHOD
- 3 • P_PREGNANCY_METHOD_DATE
- 4 • P_AGE_CHOSEN_PREGNANCY_METHOD
- 5 • P_GET_PUSHES_PREGNANCY_METHOD
- 6 • P_ACCEPT_PUSHES_PREGNANCY_METHOD
- 7 • P_PERIOD_LENGTH_HELP
- 8 • P_PERIOD_CYCLE_HELP
- 9 • P_LOGIN
- 10 • P_INSIDE_APP
- 11 • BP_FIRST_LAUNCH
- 12 • BP_CHOOSE_GOAL
- 13 • BP_TOU_PP
- 14 • BP_SELECT_LAST_PERIOD_DATE
- 15 • BP_SELECT_CYCLE_LENGTH
- 16 • BP_SELECT_PERIOD_LENGTH
- 17 • BP_AGE_CHOSEN_PERIODS
- 18 • BP_GET_PUSHES_NEXT
- 19 • BP_ACCEPT_PUSHES_PERIODS
- 20 • BP_PREGNANCY_WEEK_CHOSEN
- 21 • BP_PREGNANCY_WEEK_CHOSEN_UNKNOW
- 22 • BP_AGE_CHOSEN_PREGNANCY
- 23 • BP_GET_PUSHES_PREGNANCY
- 24 • BP_ACCEPT_PUSHES_PREGNANCY
- 25 • BP_PREGNANCY_METHOD
- 26 • BP_PREGNANCY_METHOD_DATE
- 27 • BP_AGE_CHOSEN_PREGNANCY_METHOD
- 28 • BP_GET_PUSHES_PREGNANCY_METHOD

- 1 • BP_ACCEPT_PUSHES_PREGNANCY_METHOD
- 2 • BP_PERIOD_LENGTH_HELP
- 3 • BP_PERIOD_CYCLE_HELP
- 4 • BP_LOGIN
- 5 • BP_INSIDE_APP
- 6 • BP_PLUS_OPEN
- 7 • BP_MOOD_LOGGED
- 8 • BP_PLUS_CLOSED
- 9 • R_GDPR_SHOWN GDPR
- 10 • R_GDPR_NEXT
- 11 • R_GDPR_OPTIONS
- 12 • BP_FEED_OPENED
- 13 • BP_FEED_CLOSED
- 14 • BP_MORE_OPENED
- 15 • BP_SKIPPED
- 16 • EXP_PUSH
- 17 • APP_STARTED
- 18 • EXP_SURVEY
- 19 • FEED_OPENED
- 20 • EVENT_1
- 21 • EVENT_2
- 22 • APP_STARTED
- 23 • SUB_PURCHASED
- 24 • SUB_TRIAL_STARTED
- 25 • SUB_STARTED
- 26 • SUB_TRIAL_STOPPED
- 27 • SUB_BOUGHT_MONTH
- 28 • SUB_STOPPED_MONTH

- 1 • SUB_BOUGHT_YEAR
- 2 • SUB_STOPPED_YEAR
- 3 • SUB_CONTINUED_MONTH
- 4 • SUB_CONTINUED_YEAR
- 5 • SUB_CANC_YEAR
- 6 • SUB_CANC_MONTH
- 7 • R_SUBS_SCREEN
- 8 • R_SUBS_SCREEN_TRIAL
- 9 • R_SUBS_SCREEN_SHOWN
- 10 • SUB_BASIC_SCREEN_SHOWN
- 11 • SUB_BASIC_SCREEN_BUY_PRESSED
- 12 • SUB_BASIC_SCREEN_BOUGHT
- 13 • SUB_AVAILABLE
- 14 • SUB_UNAVAILABLE
- 15 • SUB_PURCHASED
- 16 • SUB_TRIAL_STARTED
- 17 • SUB_STARTED
- 18 • SUB_STOPPED
- 19 • SUB_CANC
- 20 • R_SUBS_SCREEN
- 21 • R_SUBS_SCREEN_SHOWN
- 22 • CONFIG_ID
- 23 • S_SUB_TRIAL_STARTED
- 24 • S_SUB_TRIAL_STOPPED
- 25 • S_SUB_BOUGHT
- 26 • S_SUB_SUBSCRIBED
- 27 • S_SUB_STOPPED
- 28

1 **INTERROGATORY NO. 3**

2 For each Non-Flo Defendant, Identify all User Data (excluding Custom App Events) Transferred
3 to that Non-Flo Defendant for each year of the Relevant Period.

4 **RESPONSE TO INTERROGATORY NO. 3**

5 Flo restates and incorporates its Preliminary Statement, General Objections, and Objections
6 to Definitions and Instructions as though fully set forth in this Response. Flo further objects to this
7 Interrogatory on the following additional grounds:

8 A. Flo objects to this Interrogatory on the grounds that it is vague and ambiguous as to the
9 undefined term “Transferred.”

10 B. Flo also objects to the definition of Flo User Data as irrelevant, overbroad, unduly burdensome,
11 and thus disproportionate to the needs of the case to the extent it refers to data other than
12 purportedly sensitive health information. Nevertheless, for purposes of discovery only, Flo
13 agrees to use the definition of User Data agreed upon by email on August 12, 2022.

14 Subject to and without waiving the foregoing objections, and based on a reasonable inquiry
15 of the information available as of the date of these responses, Flo responds as follows:

16 **Flurry**

17 During the time Flo used Flurry (approximately June 2016 through February 23, 2019), it
18 shared only the following types of User Data other than Custom App Events: (1) Standard App
19 Events sent in conjunction with Custom App Events and (2) Information about the user’s device,
20 including Internet connection type, device type, operating system, app version, advertising ID, and
21 similar information. No User Health Information was shared with Flurry.

22 **Google**

23 During the time Flo used Google Analytics (September 17, 2018 through February 23,
24 2019), it shared only the following types of User Data other than Custom App Events: (1) Standard
25 App Events sent in conjunction with Custom App Events and (2) Information about the user’s
26 device, including Internet connection type, device type, operating system, app version, advertising
27 ID, and similar information. No User Health Information was shared with Google.

28 **Meta**

1 During the time Flo used Facebook Analytics (2016 through February 23, 2019), it shared
2 only the following types of User Data other than Custom App Events: (1) Standard App Events sent
3 in conjunction with Custom App Events and (2) Information about the user's device, including
4 Internet connection type, device type, operating system, app version, advertising ID, and similar
5 information. No User Health Information was shared with Facebook.

1 **INTERROGATORY NO. 4**

2 For each year of the Relevant Period, Identify the total number of Flo App Users by age (or age
3 range) and state of each User.

4 **RESPONSE TO INTERROGATORY NO. 4**

5 Flo restates and incorporates its Preliminary Statement, General Objections, and Objections
6 to Definitions and Instructions as though fully set forth in this Response. Flo further objects to this
7 Interrogatory on the following additional grounds:

- 8 A. Flo objects to this Interrogatory on the grounds that it is vague and ambiguous as to the
9 undefined term “state.” Furthermore, to the extent this Interrogatory asks Flo to provide a list
10 of all Users, this request is overbroad, unduly burdensome, and not proportionate to the needs
11 of the case. Such a request would also be invasive of Flo users’ privacy.
- 12 B. Flo also objects to this Interrogatory as the terms “total number of Flo App Users” includes
13 users who are wholly outside the putative class. Flo construes this Interrogatory to be
14 limited to residents of the United States who used Flo App within the Relevant Period.
- 15 C. Flo also objects to this Interrogatory on that grounds that it is vague as to what it seeks in
16 terms of the number of Users who used the Flo App “for” a given year.
- 17 D. Flo also objects to the Interrogatory as unduly burdensome and oppressive to the extent it
18 seeks information which Flo does not track or prepare in the regular course of business.
- 19 E. Flo likewise objects to the Interrogatory to the extent it seeks information unrelated to the
20 claims raised in Plaintiffs’ Consolidated Complaint.

21 Subject to and without waiving the foregoing objections, and based on a reasonable inquiry
22 of the information available as of the date of these responses, Flo responds that the approximate
23 number of App users at the beginning of each year of the Relevant Period, grouped into ranges of
24 self-disclosed age, is as follows. For 2016 and 2017, these figures are very rough approximations.

2016

Age Range	Users
25 and under	440,228
26-35	223,346
36-45	54,607
46 and over	5,958
Unknown	37,803

2017

Age Range	Users
25 and under	3,555,255
26-35	1,466,169
36-45	379,421
46 and over	48,962
Unknown	142,861

2018

Age Range	Users
25 and under	7,184,567
26-35	2,981,475
36-45	813,516
46 and over	109,722
Unknown	176,905

2019

Age Range	Users
25 and under	11,079,164
26-35	4,283,429
36-45	1,232,970
46 and over	172,757
Unknown	262,282

2020

Age Range	Users
25 and under	13,329,723
26-35	5,312,979
36-45	1,587,128
46 and over	231,901
Unknown	306,970

2021

Age Range	Users
25 and under	14,070,140
26-35	6,099,852
36-45	1,934,253
46 and over	289,087
Unknown	296,267

Flo Users do not provide information about their states of residence in the Flo App.

1 **INTERROGATORY NO. 5**

2 Describe how You use Flo User Data for analytics and advertising.

3 **RESPONSE TO INTERROGATORY NO. 5**

4 Flo restates and incorporates its Preliminary Statement, General Objections, and Objections
5 to Definitions and Instructions as though fully set forth in this Response. Flo further objects to this
6 Interrogatory on the following additional grounds:

7 A. Flo objects to this Interrogatory on the grounds that it is vague and ambiguous as to the
8 undefined terms “analytics” and “advertising.”

9 B. Flo also objects to the definition of Flo User Data as irrelevant, overbroad, unduly burdensome,
10 and thus disproportionate to the needs of the case to the extent it refers to data other than
11 purportedly sensitive health information that Plaintiffs allege Flo transmitted to Analytics
12 Defendants via Custom App Events in its App during the time period relevant to the claims
13 or defenses asserted in this action. Nevertheless, for purposes of discovery only, Flo agrees
14 to use the definition of User Data agreed upon by email on August 12, 2022.

15 C. Flo likewise objects to this Interrogatory as argumentative, lacking foundation, and
16 incorporating allegations and assertions that are disputed or erroneous to the extent this
17 Interrogatory suggests that Flo has ever used sensitive user data for advertising purposes.

18 D. Flo also objects to the Interrogatory to the extent Flo has already provided this information in
19 discovery produced to date.

20 Subject to and without waiving the foregoing objections, and based on a reasonable inquiry
21 of the information available as of the date of these responses, Flo responds as follows:

22 How Flo collects and uses User Data is fully disclosed in Flo’s Terms of Use and Privacy
23 Policy, all versions of which from the Relevant Period have been produced to Plaintiffs.

24 As stated above and in previous discovery, at various points during the Relevant Period Flo
25 used third party services to analyze app usage trends based on de-identified app events. These events
26 were tracked to improve the app and provide users with a better experience by, for example,
27 identifying which functions were more or less popular with users. Flo did not use Health Information
28 for analytics purposes.

1 Flo did not use User Data for advertising at any point during the Relevant Period. Flo did
2 not display advertisements within the Flo App for any third-party goods or services.
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1 **INTERROGATORY NO. 6**

2 Identify and describe all revenue or other benefits derived from Your use or Transfer of User Data,
3 including any revenue generated from advertising, costs savings as a result of Your use of User
4 Data, or payments from third parties.

5 **RESPONSE TO INTERROGATORY NO. 6**

6 Flo restates and incorporates its Preliminary Statement, General Objections, and Objections
7 to Definitions and Instructions as though fully set forth in this Response. Flo further objects to this
8 Interrogatory on the following additional grounds:

- 9 A. Flo objects to this Interrogatory on the grounds that it is vague and ambiguous as to the
10 undefined terms and phrases “revenue or other benefit,” “derived from,” “use,” and “costs
11 savings.” Furthermore, to the extent this Interrogatory seeks information about benefits Flo
12 gains from purely internal use of User Data, it is overbroad and irrelevant.
- 13 B. Flo objects to this Interrogatory on the grounds that it is vague and ambiguous as to the
14 undefined term “advertising.”
- 15 C. Flo also objects to the definition of Flo User Data as irrelevant, overbroad, unduly
16 burdensome, and thus disproportionate to the needs of the case to the extent it refers to data
17 other than purportedly sensitive health information that Plaintiffs allege Flo transmitted to
18 Analytics Defendants via Custom App Events in its App during the time period relevant to
19 the claims or defenses asserted in this action. Flo likewise objects to this Interrogatory to
20 the extent it seeks information concerning any third party other than an Analytics
21 Defendant.
- 22 D. Flo further objects to the Interrogatory’s reference to “all” revenue or other benefits as
23 overbroad, unduly burdensome, and irrelevant to Plaintiffs’ claims in this action.

24 Subject to and without waiving the foregoing objections, and based on a reasonable inquiry
25 of the information available as of the date of these responses, Flo responds as follows:

26 Flo did not receive any money or other economic benefit from the Transfer of User Data
27 during the Relevant Period. In particular, Flo has never sold User Data nor has Flo ever received
28 free or discounted goods or services in exchange for User Data.

1 **INTERROGATORY NO. 7**

2 For each year of the Relevant Period, identify the costs You paid for advertising and marketing to
3 each third party.

4 **RESPONSE TO INTERROGATORY NO. 7**

5 Flo restates and incorporates its Preliminary Statement, General Objections, and Objections
6 to Definitions and Instructions as though fully set forth in this Response. Flo further objects to this
7 Interrogatory on the following additional grounds:

- 8 A. Flo objects to this Interrogatory on the grounds that it is vague and ambiguous as to the
9 undefined terms “advertising” and “marketing.”
- 10 B. Flo also objects to the Interrogatory as irrelevant, overbroad, unduly burdensome, and thus
11 disproportionate to the needs of the case. Advertising expenses by Flo have nothing to do with
12 the claims or defenses asserted in this action.

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14
15 DATED: September 14, 2022

RESPECTFULLY SUBMITTED,

17 *Benjamin M. Sadun*

18 Brenda R. Sharton (Admitted Pro Hac Vice)
19 DECHERT LLP
20 One International Place, 40th Floor
21 100 Oliver Street
22 Boston, MA 02110-2605
Telephone: (617) 728-7100
Facsimile: (617) 275-8374
brenda.sharton@dechert.com

23 Benjamin M. Sadun (Bar No. 287533)
24 DECHERT LLP
25 US Bank Tower
26 633 West 5th Street, Suite 4900
27 Los Angeles, CA 90071-2032
Telephone: (213) 808-5700
Facsimile: (213) 808-5760
benjamin.sadun@dechert.com

PROOF OF SERVICE

STATE OF CALIFORNIA, COUNTY OF LOS ANGELES

I am employed in the County of Los Angeles, State of California. I am over the age of 18 years and not a party to this action. My business address is 633 West 5th Street, Suite 4900, Los Angeles, CA 90071-2032.

On September 14, 2022, I served document(s) described as: **FLO HEALTH, INC.'S RESPONSES AND OBJECTIONS TO PLAINTIFFS' FIRST SET OF INTERROGATORIES**, on the following interested parties by email.

Carol C. Villegas
LABATON SUCHAROW LLP
140 Broadway
New York, NY 10005
Tel: 212-907-0700
Fax: 212-818-0477
cvillegas@labaton.com

*Interim Co-Lead Counsel for Plaintiffs and
the Proposed Class*

Diana Janik Zinser
SPECTOR ROSEMAN & KODROFF, P.C.
2001 Market Street Suite 3420
Philadelphia, PA 19103
Tel: (215) 496-0300
Fax: (215) 496-6611
jkodroff@srkattorneys.com

*Interim Co-Lead Counsel for Plaintiffs and
the Proposed Class*

Christian Levis
LOWEY DANNENBERG, P.C.
44 South Broadway, Suite 1100
White Plains, NY 10601
Tel: 914-997-0500
Fax: 914-997-0035
clevis@lowey.com

*Interim Co-Lead Counsel for Plaintiffs and
the Proposed Class*

Ashley Rogers
GIBSON, DUNN & CRUTCHER LLP
2001 Ross Avenue, Suite 2100
Dallas, TX 75201
Tel: 214.698.3100
Fax: 214.571.2900
ARogers@gibsondunn.com

Counsel for Defendant Facebook, Inc.

1 Lauren Blas
2 GIBSON, DUNN & CRUTCHER LLP
3 333 South Grand Avenue
4 Los Angeles, CA 90071-31967
5 Tel: 213.229.7503
6 Fax: 213.229.6503
7 Lblas@gibsondunn.com

Counsel for Defendant Facebook, Inc.

8 Christina Stella Cernak
9 GIBSON, DUNN & CRUTCHER LLP
10 200 Park Avenue, Fl. 47
11 New York, NY 10166
12 Tel: 212.351.4000
13 Fax: 212.716.0898
14 scernak@gibsondunn.com

Counsel for Defendant Facebook, Inc.

15 Benedict Y. Hur
16 Simona Agnolucci
17 Eduardo E. Santacana
18 Tiffany Lin
19 WILLKIE FARR & GALLAGHER LLP
20 One Front Street, 34th Floor
21 San Francisco, CA 94111
22 Telephone: (415) 858-7400
23 Facsimile: (415) 858-7599
24 bhur@willkie.com
25 sagnolucci@willkie.com
26 esantacana@willkie.com
27 tlin@willkie.com

Counsel for Google LLC

28 Ann Marie Mortimer
Jason J. Kim
HUNTON ANDREWS KURTH LLP
550 South Hope Street, Suite 2000
Los Angeles, California 90071-2627
Tel: (213) 532-2000
Fax: (213) 532-2020
amortimer@HuntonAK.com
kimj@HuntonAK.com

Counsel for Defendant Flurry, Inc.

1 Samuel A. Danon
2 John J. Delionado
3 HUNTON ANDREWS KURTH LLP
4 Wells Fargo Center 333 SE 2nd Avenue,
5 Suite 2400
6 Miami, Florida 33131
7 Tel: (305) 810-2500
8 Fax: (305) 810-2460
9 sdanon@HuntonAK.com
10 jdelionado@HuntonAK.com
11

Counsel for Defendant Flurry, Inc.

12 I declare under penalty of perjury under the laws of the United States of America that
13 the foregoing is true and correct and that I am employed in the office of member of the bar of this
14 Court at whose direction the service was made.
15

16 Executed on September 14, 2022, Los Angeles, California.
17

18 /s/ Benjamin M. Sadun
19 Benjamin M. Sadun
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